It's The Wrong Time For A Subscriber/Membership Program.

Converting Subscribers to Members may be a good idea, but I think we need to think it through a little longer. Here's why.

1. There has been some discussion about making WER into a for-profit business. Would doing so conflict with the terms and promises of a Membership program? (Not just legally.)

2. I think that Fulco would even less well be able to cope with the various categories and levels than they are presently. Our fulfillment system needs to be overhauled—not complexified.

3. It may be that boons and benefits are readily available to Members: but lets first invent a system whereby these can be fulfilled. Who will handle the paperwork, storage, shipping, tracking, etc., in what space, with how much money? Let's look ahead to the actual work.

4. What's needed instead is a very simple and direct appeal for renewals and new subscriptions. It might easily be combined with a Catalog order.($50 gets you MWEC and new sub.)

5. Let's stabilize before beginning a major new program. Money may pour in with a Membership program—but would we fulfill our obligations efficiently? Let's get our business operations out of Bedlam first. Let's be surer of the road we're on.

Hacsi Horvath